

INDIVIDUAL ASSIGNMENT
MODULE -5

SEMINAR PAPER
ON

Assessing the Viewer's Perception About Current Bangla Cinema:
A Case Study in Dhaka City

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1.Introduction

1.1 Background

Cinema is one of the most important cultural mass media of Bangladesh. Bradford Bioscope company, introduced cinema in Bangladesh, the then East Bengal, in 1898. The first film production company, Picture house, was opened between 1913 and 1914. The short silent film, Sukumari (The good Girl), was the first Bengali-Production film in this region which was produce in 1928 ([url;https://en.m.wikipedia.org](https://en.m.wikipedia.org)).

The Last Kiss, the first full-length silent film which was released in 1931 (Hyat. A,1987). 'The face and Mask' (Mukh o Mukhosh) was the first full-length feature film, directed by Abdul Jabbar, Produced in 1956 (Hyat, A,1987). In 1957, Father of the Nation, Bangabandhu Sheikh Mujibur Rahman, the then minister of Industries & Commence of Provincial Government, Presented the East Pakistan Film Development Corporation Bill, 1957 on the Assembly. The bill was passed on 3 April 1957. (Hyat A, 2020). By passing the Bill, the East Pakistan Film Development Corporation was established.(Kabir A, 1979, Quader MT, 1993).

There were large number of cinema was produced with the help of Film Development Corporation in between 1972 and 2010. There are about 1400 cinema halls in Bangladesh. (The Financial Express, e-paper, published October 3, 2020). Now a day, there are 194 cinema Hall and Cineplex in Bangladesh. During the period before 1990 every year produced large number of Bangla cinema in Bangladesh. But because of closing cinema hall, production of cinema is decreasing day by day. At present, the number of cinema production is about 30-40 every year.

Cinema reflects their own culture and norms. Unfortunately the dish media in a sector which introduce foreign channels which dominate Bangladeshi viewers, (Easmin et-al, 2011). Beside this social media also creating problem to increase public interest to go to cinema hall.

Hiralal sen, born in Manikgong, was the prominent film maker of Indian sub-continent. Sen established a company named the Rayal Biscope company in 1898. (Hyat, A, 1987). In 1895, the Lumien brothers August Lumien and Luice Lumien exhibit cinema in Paris at the first time (Alam, F., 2011)

1.2 Problem Definition

The time in between 1972 and 1990, there was a golden period of bangle cinema in our country. Due to various types of causes, at present bangle cinema passing very crucial time. Peoples are not interested to research in this field. Now a days, few people are being interested to work in this field. Only little number of writers have written few books about bangle cinema. Now producer are not producing good cinema, peoples are not interested to go to cinema hall, thats why, cinema hall are closing day by day. If it is continue, film industry will ruin in future.

If government empowered Bangladesh Film Development Corporation and enhance grant to produce good bangla cinema, may get the previous golden period.

1.3 Rationale/Justification

The present situation of the Bangladeshi cinema is not good as compare with the previous time, that means, time between 1972 and 1990. The cinema industry is ruining gradually. Peoples are not interested to go to cinema hall because of rush condition of cinema hall and without presence of attractive movie also.

Government has taken initiative to renovate existing cinema hall and build new cinema hall also, by providing soft loan through Bangladesh Bank (m/o Information, 2020). Government also giving grant for making good cinema every year. If this study properly find out the cause, why peoples are not interested to go to cinema hall? And, how we motivate people to go to cinema hall? By this research, I will be able to find out the real cause and how we overcome the problem.

1.4 Objectives

Cinema reflects the culture, customs, society and all of the things of a country .It can focused any country towards abroad, and now Bangladeshi cinema industry is not running in a proper way. Industry's position is decreasing day by day interms of financial and cultural matters. Cinema industry is facing many problems, such as peoples are not interested to go to cinema hall, producers are not producing cinema. Cinema exhibitors losing their capital on regular basis. The study will achieve the following objectives to overcome the present problems in Bangladeshi cinema:-

1. To find out the problem of making bangle cinema;
2. To analyze the viewers perception about bangla cinema;
3. To find out the prospect of bangla cinema; and
4. To identify the way how to overcome the present critical situation of bangle cinema.

1.5 Limitation

There are some limitations of this study. The study has occurred in a part of Dhaka city only. If it is occurred in the whole Dhaka city or all over the Bangladesh on the random basis, the data would be more appropriate. Hence the finding was also more appropriate. Due to time constrain and Covid-19 situation, it was not possible to makes study all over the country or whole Dhaka city.

2. Methodology

Methodology means the specific procedures or techniques, which are used to identify and analyze information about a topic (website).

In a study paper the methodology permit the reader to critically evaluate a study's over all validity and reliability.

The study was occurred in the small part of Dhaka city. To determine, the problem and prospect of bangle cinema and how to overcome the problems, data has collected from the primary sources by structured questionnaire. The paper-based questionnaire was distributed among 40 dwellers of this area. Beside this focused group discuss was occurred with 8 film related persons by online. Key informant discussion also occurred within 2 persons by using online facilities. Data was collected from primary sources by providing questionnaire. Because of unavailability of the study report of this particular side, information was collected from viewers participation.

During the data collection with what type of persons and viewers, I conducted, that is stated in the following table:

Table -1: Key Informant

Number of Informant	Types of Informant
2	Prominent heroin of Bangladeshi cinema-01
	Prominent hero of Bangladeshi cinema-01

Table -2 Focus Group Discussion

Total Number of Persons	Types
8	Film Producer -02
	Film director-03
	Film artist -02
	Film technician-01

Table: -3 Viewers Group

Number of Viewers	Types of Viewers	Number
40	Rickshaw Puller	10
	Grocery Shop man	5
	Hawkers	5
	Students	6
	Service Holder	5
	Home Makers	4
	Social Worker	5

3. An Overview of Bangladesh Film Industry

3.1 Film Production in Bangladesh

There is a large number film market in Bangladesh. Huge number of People are directly or indirectly involved in film industry. About one or more decade before; around 150-200 movies were released every year. This number is reducing day by day. Most of the films are commercial films. There are some documentary and art film also produce every year.

3.2 Current Scenario of Film Industry in Bangladesh

Film industry of Bangladesh is ruining day by day. Once upon a time there were 1400 cinema hall in our country. But now about 100 cinema halls are existing. Beside this cinema production is also decreasing frequently. Now about 30-40 cinema are produced in every year.

Producers are not interested to invest in film making. They are not being able to get invested money return. Most of the cinemas are giving lose except only few.

Cinema hall owners are closing their cinema hall, because cinema viewers are not going to cinema hall now. That's why they are calculating lose every day. They can't pay the salary of the stuff; they also can't pay the electricity bill and others expenses. Large numbers of population are losing their job or work in film industry.

3.3 SWOT Analysis of Bangladesh Film Industry

Film industry of Bangladesh has many potentialities. But it reaches near the edge of ruin. Now it is high time to think about Bangladeshi cinema. Film industry may create huge job opportunities directly or indirectly. In this topic; I tried to introduced SWOT analysis of the film industry of Bangladesh.

Strength	Weakness
1)Large number of people live in Bangladesh that seems huge number of film viewers	1)Lack of modern technological knowledge for making cinema
2) For making film; small amount of money is need to invest not more money	2)Movie marketing and promotional activities are not enough satisfactory
3)Bangladesh Government is always ready to improve film industry by providing grant and facilitate bank loan	3)Big investors are not coming to this industry
	4)Working condition of industry area are not suitable for making cinema
	5)Condition of cinema halls are not good. There is no seat cover as well as enough ceiling fan
	6)Lack of creativity, variation; but are dominated by vulgarity and sex.
	7)Lack of popular or famous actors/ actresses

Opportunity	Threats
1) In Bangladesh, has old and potential historical background	1) Audiences are going back to home entertainment like TV, Social media etc.
2) Most of the peoples want to go to cinema hall	2) Introduced modern technologies in the film making
3) Labour cost is very low	3) Video piracy
4) Artist payment not high compared with the neighbor countries	4) Enhancement of competition of foreign film, satellite television channels, videos and other obstacles
5) Government is providing grant for making movie	5) Social media like YouTube, Netflix, Facebook, etc

Bangla cinema is now a day creates nostalgia for contemporary bangla cinema. Cinema production is now very much limited. The so called commercial movies are only for lower income group; where quality is not factor, only factor is the entertainment by introducing vulgarism, sex and violence. If we see the list of few years before bangla cinema; we may see that film title was Dhor, Khaisi Tore, Palabi Kothai, Khepa Basu, Tero Panda Ek Gunda, Kadam Ali Master, Danda Mere Thanda, Lengra Masud etc.

Story of these cinema also dark area related. There are no messages for society from these movie. The irresponsibility makes this industry as one of the most negligence area for the viewers and the outsiders.

4. Results and Discussion

Bangla cinema has historical and glorious past. It's represent the socio-economic condition, culture, history and political condition of Bangladesh. But Bangla cinema is going under water day by day. It is very much need to exist for our country as well as our next generation. Now peoples one not going to cinema hall. To find out the problem, asked my sample viewers, maximum viewers said, they are not going to cinema hall now but more than one decade back, they used to go to cinema hall for watching bangla cinema. They want to go to cinema hall again.

Table-4: Scenario of current film viewers.

Items	Viewers Response (No. of sample viewers-40)	
	No of Response	Percentage (%)
How many people are not going to cinema hall now	32	80%
Going to cinema hall	8	20%

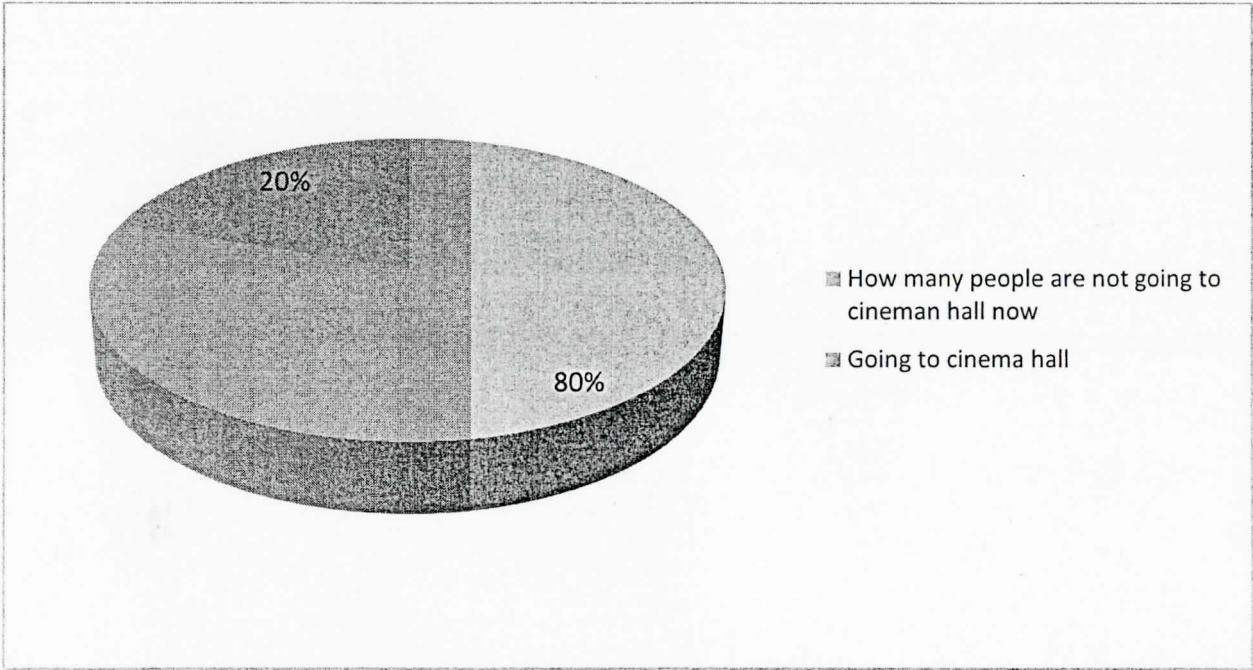


Figure-1: Scenario of current film viewers

From the Table -4 and Figure -1, it is very much clear that most of the peoples are not going to cinema hall now. Only few percent people are going to cinema hall. But they used to go to cinema hall before. Due to people’s unwillingness to go to cinema hall, owner’s of cinema hall are losing day by day. That’s why cinema hall are closing frequently.

Table-5: Causes for not going to cinema hall

Cause	Viewers Response (no of viewers -40)	
	No of Response	Percentage (%)
Condition of cinema hall not good	3	7.5%
Cinema story is not good	2	5%
Above two cause	35	87.5%

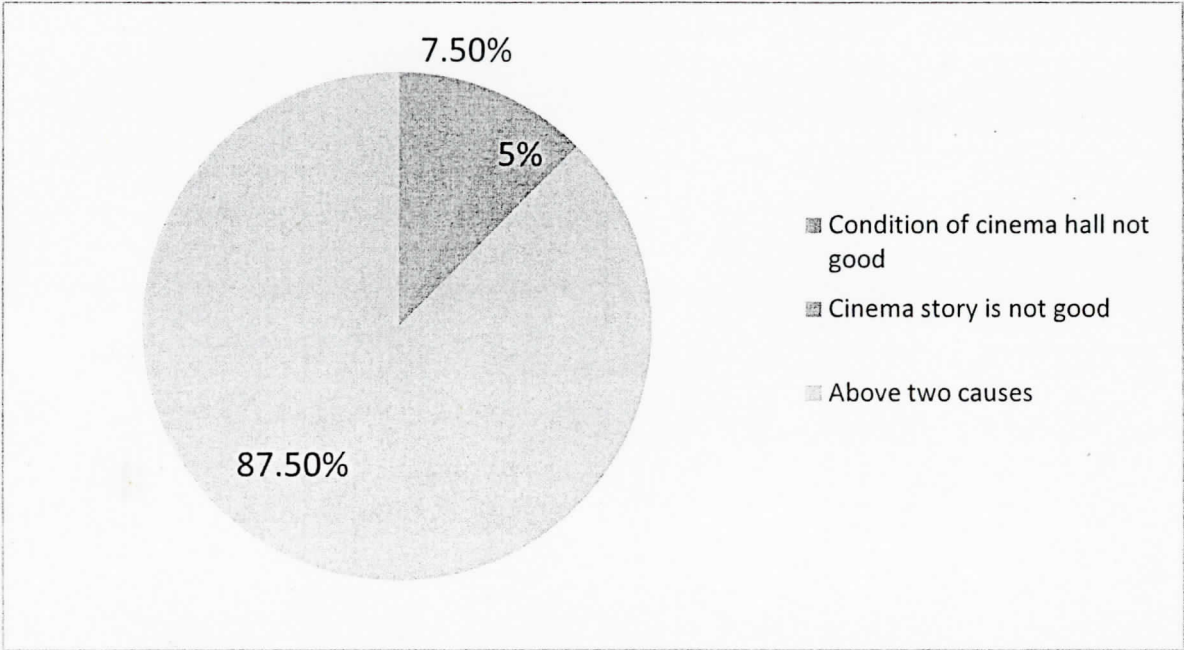


Figure-2: Causes for not going to cinema hall

From the above Table and Figure 87.5% viewers said that they are not going to cinema hall for lacking of good story based cinema and rough condition of cinema hall. From this discussion, I can say if producer produce life story-based cinema and hall owners, re-construct or modernize their cinema hall, people will go back to cinema hall again.

Table-6: Other causes for not going to cinema hall

Cause	Viewers Response (No of Viewers 40)	
	No of Response	Percentage (%)
By using dish antenna, want to watch movie at home	4	10%
Using Social media, want to watch movie	3	7.5%
Both two cause	33	82.5%

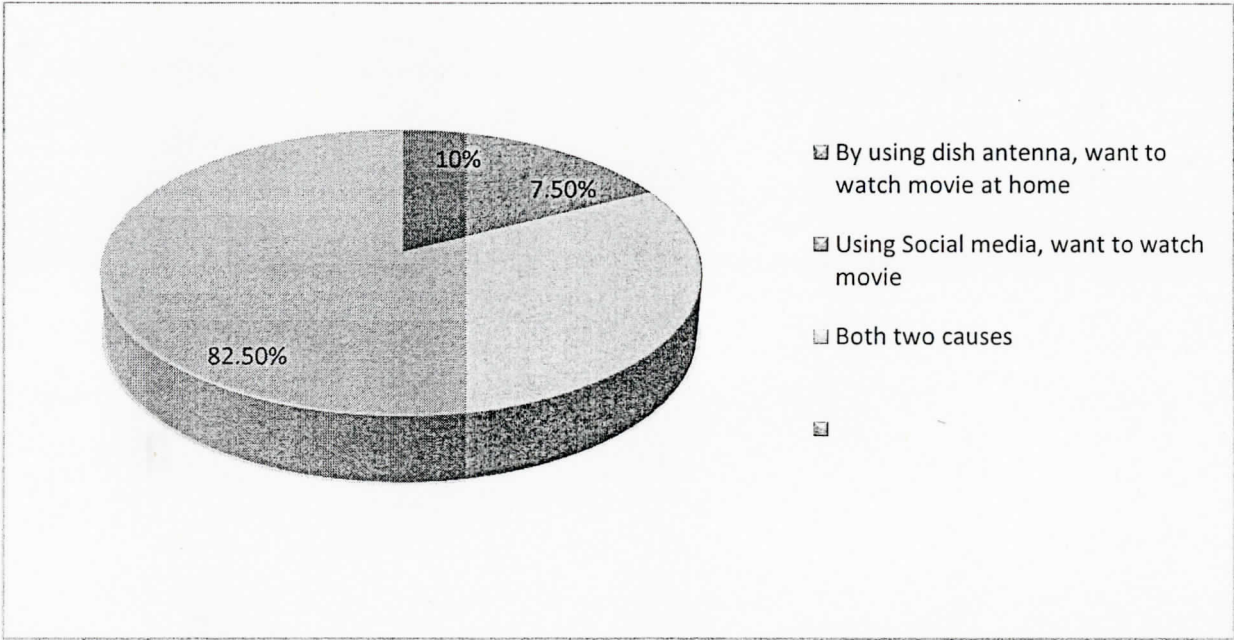


Figure-3: Other causes for not going to cinema hall

From Table no-6 and Figure no -3, we can see 82.5% people seem, due to social media and dish antenna, they can watch movie at their home easily. That's why they don't go to cinema hall.

Table -7: Reasons of Decline in Film Viewers or Movie Goers

Reasons	Viewers Response (No. Sample Viewers-40)	
	No of Response	Percentage (%)
Vulgarism/Cut Pieces	15	37.5%
Absence of prominent Actor and Actress	20	50%
Other Reasons	5	12.5%

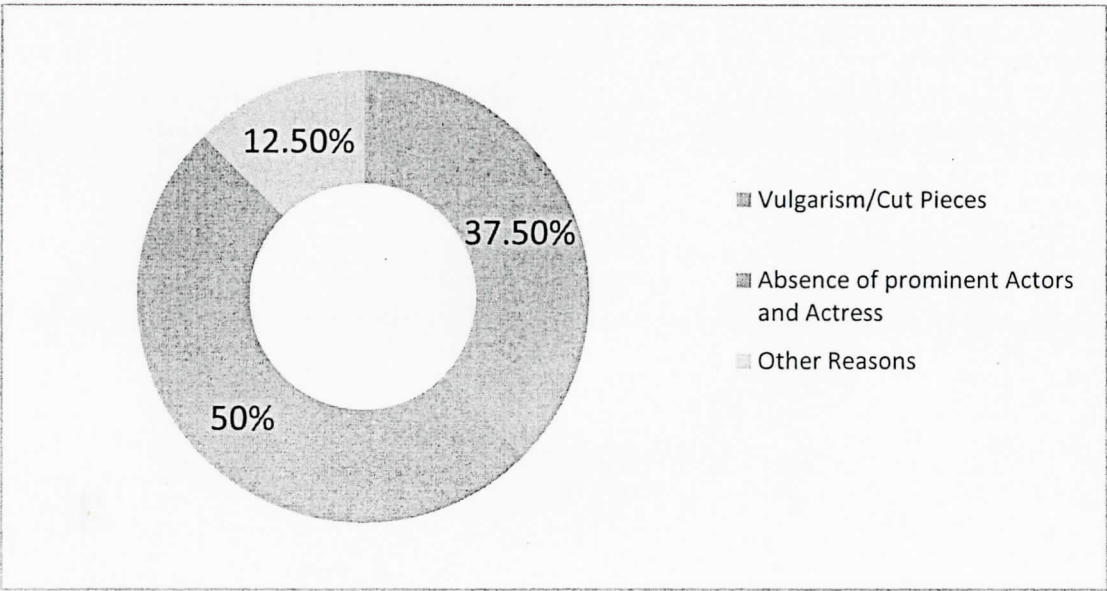


Figure-4: Reasons of Decline in Film Viewers or Movie Goers

From Table-7 and Figure-4 we are seeing, 37.5% viewers said that due to vulgarism/cut pieces include in the bangle cinema, people are not interested to watch bangle cinema, 50% viewers seems that absence of prominent celebrity, they don't like bangla cinema. From this discussion I can say vulgarism or cut pieces and absence of prominent actors and actresses also important cause for declination of film viewers or movie goers.

Table -8: How production of cinema may increase

Need to engage	Viewers Response (No. Sample Viewers-40)	
	No of Response	Percentage (%)
Private Producer	28	70%
Government Support/backed	12	30%

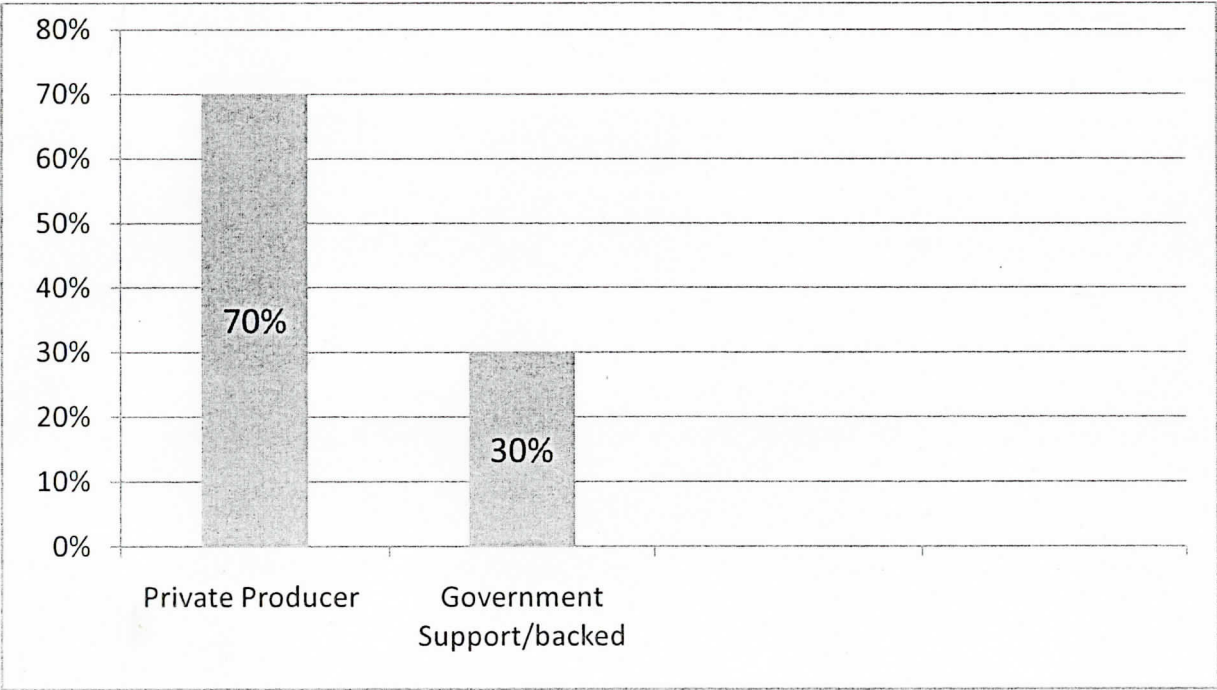


Figure-5: How production of cinema may increase

About one decade before, number of cinema production was nearly 200 every year. But now it is decreases upto 20 to 30 per year. Because of this cause, cinema hall owners are not getting new cinema. To overcome this problem, cinema production should increase. In this case, from my sample viewer’s opinion, private prouder can play a vital role. Government may increase grant for cinema production also.

Table -9: Opinion about improvement of bangla cinema

Field /Criteria of opinion	Viewers Response (Viewers Number-40)	
	No of Response	Percentage (%)
Close vulgarism and violence	6	15%
Good and life touching story	18	45%
Prominent actors and actress's acting	12	30%
Good film maker	4	10%

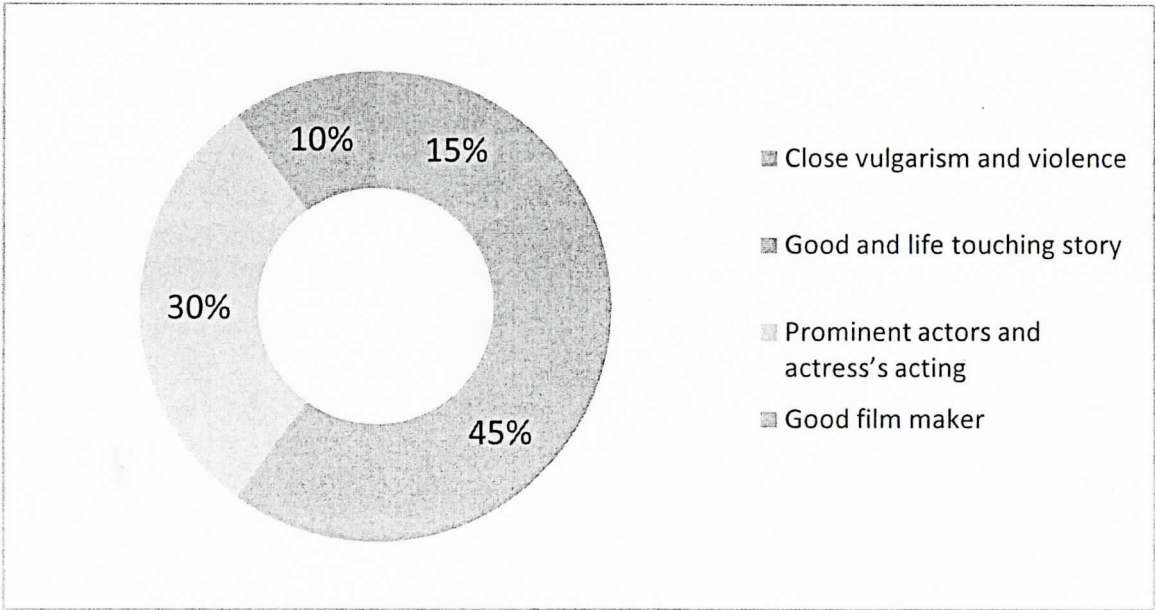


Figure -6: Opinion about improvement of bangla cinema

Table -9 and Figure-6 illustrated that life-touching story and celebrity performers can play an important role for upliftment of bangla cinema. During golden period of bangla cinema, there were large number of super stars whose were acting as a hero, heroin or other important characters. The important super stars were Razzaque, Kobori, Bobita, Alamgir, Faruque, Sucharita, Shabana, Rozina, Champa, Sujata, Sohel Rana, Elias Kanchan, Salman Shah, Manna, Mousomi and so on.

They had ability to make a cinema successful. But now only Sakib Khan is a super star. People don't want one man's acting in all times. They want variation in their test but no alternatives.

That's why large number of cinema viewers involves in social and TV media for watching foreign movie.

During my study, I have discussed with focus group like 8 persons and 2 key informants.

They have discussed with me by touching their heart. Some of them were very much emotional during talking. From the discussion with them, got some opinion about problem and prospect of bangla cinema:

- i. Existing cinema hall should renovate or modernize;
- ii. Build new small sizes cinema hall like Cineplex including all modern facilities;
- iii. Number of cinema production should increase, business man can engage in film making;
- iv. The main function of Bangladesh Film Development Corporation (BFDC) is provide assistance for making good cinema. But this institution now more or less inactive. It should activate properly.
- v. Government should control social media when broadcast or exhibit Bangladeshi cinema.
- vi. BFDC Personnel should cape of with new technology for operating the instrument of BFDC. In that case BFDC arrange training programs.
- vii. By Government support may build new cinema hall in all the district town or renovate existing cinema hall.
- viii. Government's grant should increase for making good and successful cinema.
- ix. Government may introduce motivational programs and announcement on TV Channels for previous cinema viewers to came back cinema hall again.

5. Recommendations

Traditionally Bangladeshi Peoples are moviegoers: there are about 165 million peoples live in this country. Due to low labour cost; film making in our country is very cheap.

From my study, I have some comments or recommendations as follows for the development of Bangladeshi film industry. These comments may help to come return as a golden period from present carious stage.

1. At first, need story-based excellent movie. To fulfill this area; private producer like businessman can invest for film making. Government's existing grant should increase for better movie making.
2. Need large number of cinema hall for exhibiting cinema. In this purpose government may facilitate to hall owners providing long term low interest rate loan from any bank for renovating existing cinema hall or building new cinema hall.
3. Bangladesh Cinema and Television Institute (BCTI) should activate for providing proper training on film making. Beside this BFDC can start training and formal education on film making. On the other hand BFDC can start talent-hunt program for searching brilliant performers like Rezzaque, Kobori, Alamgir, Bobita, Faruk, Sucharita, Shabana, and so on.
4. BFDC personnels don't know how to operate latest technology for film making. That's why BFDC should provide proper training of them.
5. Need improvement of working condition of film industry. In this development BFDC can play a vital role for building better interrelation among all of the film related associations.
6. Now BFDC is running through hardcore poverty. For increasing financial ability, BFDC may enlisted to the capital market for allotting share to the public. By this process BFDC can collect capital from general people.
7. Government can oversee the activities of social media when they exhibit Bangladeshi cinema. Government may introduce the provision that before broadcasting Bangladeshi cinema on the social media, they are bound to take film censor certificate.
8. Piracy of movie and cable network makes our film industry vulnerable. The Ministry and BDEC can take action against video piracy and control cable network channels.

6. Conclusions

From the previous analysis and discussion, it is pointed that the key obstacle of this industry is on lack of fundamentals of film making. The film related people are surviving with the fighting manour which needs to drastic change for the sustainable development of this film industry. We should think our movie reflects of our culture, socio-economic condition etc.

The cinema must deal with immortalize exploitation, and deepen the misery of our people. There is need for Bangladesh film makers to be artists rather than mere technicians. Their strength and power should come from the peoples and not from financial profit. Lack of community support; Bangladesh film makers have not been able to expose their products to the general public.

The film makers of Bangladesh should think our culture, social condition, people's behavior, religious aspect etc before making films. If story of films do not touch viewer's heart; they do not watch these films.

Now there is drastically change needed in film industry, the film makers should think how the others advanced world's film makers making their film. What kinds of technology they are using. In that case BFDC should provide latest technology for making film. But BFDC is a poor organization in respect of thinking and finance also. BFDC should increase its capacity; and thinking at least 20 years forward. After one or two decades what changes will occur in the film industry of the world. By thinking this matter BFDC should take initiatives to cope of with the changes.

If Ministry, BFDC, film directors, producers, artists and film technician are work in all together; I hope within a short time film industry will capable to fulfill viewers demand.

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